



NORTH DAKOTA
DEPARTMENT *of* HEALTH

NEWS RELEASE

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Families Utilizing the WIC Program Will Notice a New Infant Formula Starting in July

BISMARCK, N.D. – The North Dakota Department of Health is working to educate parents and other family members who utilize the Special Supplemental Nutrition Program for Women, Infants and Children (the WIC Program) that a new brand of infant formula will be used soon.

WIC federal regulations require competitive bidding for infant formula rebates. The funds received from the rebates allow the North Dakota WIC Program to serve an additional 2,500 mothers and children each month. The Department of Health has signed a contract with Mead Johnson Nutrition. The two-year contract for Enfamil PREMIUM Infant, Enfamil ProSobee, Enfamil AR and Enfamil Gentlease goes into effect July 1, 2013. Participants in the WIC Program will be given information about the change when they go into their WIC office the next time.

The North Dakota WIC Program currently serves about 12,500 mothers and children, including 3,200 infants, each month. The WIC Program provides healthy foods and nutrition information and counseling to middle- and low-income pregnant, postpartum and breastfeeding women, infants and children up to age 5. Program participants receive monthly WIC food checks for items such as milk, juice, fresh fruit and vegetables, cereal, eggs, peanut butter and infant formula. WIC families also receive screenings, breastfeeding support and referrals to health and support services within their communities.

For additional information about the WIC Program, to locate the nearest WIC office, or to apply for WIC Program benefits, please visit www.ndhealth.gov/wic. For more information, the media may contact Colleen Pearce at 701.328.2496.

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